

**The original documents are located in Box 127, folder “Cheney, Richard (6)” of the Ron Nessen Papers at the Gerald R. Ford Presidential Library.**

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WASHINGTON

11-19-75

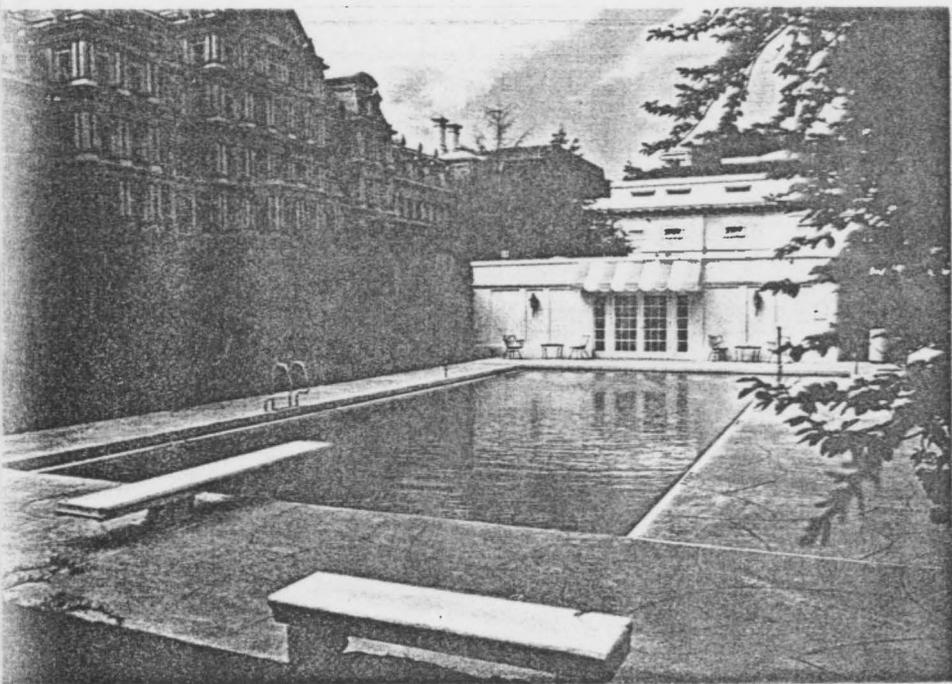
NOTE FOR: *Paul Cheney*

FROM : RON NESSEN

Any recommendation  
on whether to allow  
Dudd's to use this  
White House pool  
picture in their  
catalogue?

RHN







*Rudd's* SWIMMING POOL SUPPLY CO., INC.

5145 DUKE STREET • ALEXANDRIA, VIRGINIA 22304 • Phone 751-3100

November 17, 1975

Mr. Ron Nessen  
The White House  
1600 Pennsylvania Avenue  
Washington, D.C.

Subject: White House Pool Photo

Dear Ron:

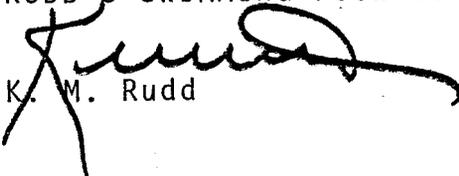
Please find enclosed a photo of the White House swimming pool. This is a request for your approval to use this photo on our 1976 Rudd's Swimming Pool Supply Catalog. The printing will be 20,000. We propose to work in the theme of 1776-1976 Bicentennial, color red, white, and blue.

Gordon and I want to thank you for all the cooperation you and your people have extended to us.

Thanking you in advance.

Very truly yours,

RUDD'S SWIMMING POOL SUPPLY CO., INC.

  
K. M. Rudd



THE WHITE HOUSE  
WASHINGTON

November 20, 1975

MEMORANDUM FOR DICK CHENEY

FROM: RON NESSEN *RHN*

Mike Duval and Brent Scowcroft recommend releasing the President's letter to Chairman Pike at 9 am, prior to the Pike Committee meeting beginning at 10 am.

Approve       Disapprove



THE WHITE HOUSE

WASHINGTON

November 19, 1975

Dear Mr. Chairman:

I want you to know of my deep concern because the Select Committee found it necessary on November 14 to vote in favor of three resolutions which could lead to a finding by the House of Representatives that Secretary of State Henry Kissinger is in contempt for failure to comply with three Committee subpoenas. This issue involves grave matters affecting our conduct of foreign policy and raises questions which go to the ability of our Republic to govern itself effectively. I know that you, Mr. Chairman, share my deep respect for the rights and powers of the House of Representatives -- where our cumulative service spans nearly four decades -- and for the obligations and responsibilities of the President. The two branches of government have an extremely serious responsibility to consider the issues raised in the ongoing foreign intelligence investigations dispassionately and with mutual respect.

Former Chief Justice Warren pointed out twenty years ago that there can be no doubt as to the power of Congress and its committees to investigate fully matters relating to contemplated legislation. Without this power, which includes the authority to compel testimony and the production of documents, the Congress could not exercise its responsibilities under Article I of our Constitution. However, this power, as broad as it is, is subject to recognized limitations. Not only is it limited by powers given to the other two branches, but it also must respect requirements of procedural due process as they affect individuals.

The action of your Committee concerning the November 14th resolutions raises, in my mind, three principal issues: the extent to which the Committee needs access to additional Executive Branch documents to carry out its legislative functions; the importance of maintaining the separation of powers between the branches and the ability of the Executive to function; and the individual rights of officials involved in this matter. I am not interested in recriminations and collateral issues which only serve to cloud the significant questions before us.



From the beginning of the investigations of the intelligence agencies, I have taken action to stop any possible abuses and to make certain that they do not recur as long as I am President. I have also endeavored to make available relevant information in a responsible manner to the appropriate committees of Congress.

I have given great weight to my responsibility to maintain the integrity of our intelligence community and the ability of this Nation to develop and use foreign intelligence. This is one reason why I have insisted that much of the information I have made available to Congress be kept secret, so that current foreign intelligence operations, which are critical for the national security, can continue effectively. In accordance with these principles, your Committee and the Senate Select Committee have received unprecedented access to Executive Branch documents and information.

Your Committee's November 6th votes on seven subpoenas for additional Executive Branch documents came in the context of several months of working together on this very difficult subject and a record of cooperation on both sides. They were served on November 7. The documents were due on the morning of November 11, and the appropriate Administration officials immediately went to work collecting the information. Four of the subpoenas were complied with fully. However, problems arose as to the remaining three issued to:

- "Henry A. Kissinger, Secretary of State, or any subordinate officer, official or employee with custody or control of ... all documents relating to State Department recommending covert action made to the National Security Council and its predecessor committees from January 30, 1961 to present."
- "the Assistant to the President for National Security Affairs, or any subordinate officer, official or employee with custody or control of ... all 40 Committee and predecessor Committee records of decisions taken since January 20, 1965 reflecting approvals of covert action projects. [separate subpoena] ... All documents furnished by the Arms Control and Disarmament Agency's Standing Consultative Commission, and the Central Intelligence Agency, the National Security Agency, the Department of Defense, and the Intelligence Community staff, since May, 1972 relating to adherence to the provisions of the Strategic Arms Limitation Treaty of 1972 and the Vladivostok agreement of 1972."



These three subpoenas are the basis of the Committee resolutions of November 14.

The subpoena directed to the Secretary of State requests documents containing the recommendation of State Department officials to former Presidents concerning highly sensitive matters involving foreign intelligence activities of the United States. The appropriate State Department officials identified and referred to the White House documents which apparently fall within the subpoena. None of these documents are from my Administration. These were carefully reviewed and, after I received the opinion of the Attorney General that these documents are of the type for which Executive privilege may appropriately be asserted, I directed Secretary Kissinger not to comply with the subpoena on the grounds of Executive privilege. I made a finding that, in addition to disclosing highly sensitive military and foreign affairs assessments and evaluations, the documents revealed to an unacceptable degree the consultation process involving advice and recommendations to Presidents Kennedy, Johnson and Nixon, made to them directly or to committees composed of their closest aides and counselors. Thus, in declining to comply with the subpoena, Secretary of State Kissinger was acting on my instructions as President of the United States.

With respect to the two subpoenas directed to "...the Assistant to the President for National Security Affairs, or any subordinate officer, official or employee with custody of control...", the really important point here is that the NSC staff has made a major effort to deliver the documents requested. As you know, additional documents were made available to the Committee after the deadline of the subpoenas and indeed after the Committee voted on the November 14th resolutions. There has been and continues to be an effort on the part of the NSC staff to provide the Committee with the information and documentation it needs. In fact, a very comprehensive volume of information has been made available which provides the Committee a substantial basis for its investigation.

This effort was undertaken, notwithstanding the fact that the subpoenas themselves were served on November 7, made returnable only four days later, and called for a broad class of documents, going back in one subpoena to 1965, and in the other to 1972. Substantial efforts were required to search files, identify items covered, and to review them for foreign policy and national security reasons in accordance with procedures which have been previously used with information requested by the Select Committee.

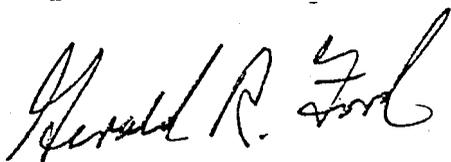
In addition to our efforts to substantially comply with these two subpoenas, I have been advised that there are serious and substantial legal and factual questions as to the basis on which the Committee seeks to find Secretary Kissinger to be in contempt. The subpoenas were directed to "...the Assistant to the President for National Security Affairs, or any subordinate officer..." and were in fact served on the Staff Secretary of the NSC. Secretary Kissinger had no responsibility for responding to these subpoenas nor for supervising the response to them. After November 3, he was no longer my Assistant for National Security Affairs, and he was neither named in the subpoenas nor were they served upon him. Thus there is no basis for the resolutions addressed to Secretary Kissinger on these subpoenas.

In summary, I believe that if the Committee were to reconsider the three resolutions of November 14, it would conclude that my claim of Executive privilege is a proper exercise of my Constitutional right and responsibility. As to the two subpoenas directed to the Assistant for National Security Affairs, they do not involve Secretary Kissinger, and there has been a substantial effort by the NSC staff to provide these documents. Furthermore, they will continue to work with you and your Committee to resolve any remaining problems.

It is my hope that the Select Committee will permit Executive Branch officials to appear at tomorrow's hearing to discuss the points I have raised in this letter.

It is my desire that we continue forward, working together on the foreign intelligence investigation. I believe that the national interest is best served through our cooperation and adoption of a spirit of mutual trust and respect.

Sincerely,



The Honorable Otis G. Pike  
Chairman  
House Select Committee  
on Intelligence  
House of Representatives  
Washington, D.C. 20515



November 21, 1975

MEMORANDUM FOR:           DICK CHENEY  
FROM:                       RON NESSEN

**Charlie Bartlett came to see me yesterday.**

**He expressed his concerns about what he considers an increasingly unfavorable public perception of the President. He shares the concerns of some here at the White House that the President somehow is not perceived as being strongly Presidential. Charlie blames much of this on the past excessive travel.**

**Charlie's main suggestion was that we use the White House more as what he referred to as "the glorious stage." In other words, he thinks we ought to have more events, more fully covered, in various impressive settings at the White House, thus showing the President continuously in a role which Reagan and other candidates are denied.**

**In addition to highlighting Presidential events at the White House, Charlie suggested that we arrange some events not currently on the schedule, namely, a series of meetings with representatives of various interest groups to hear of their concerns and proposals. This would be similar to the White House Conference on Inflation and the Economy a year ago. Charlie suggests, and would be a kind of in-house substitute for the White House Conferences around the country.**

RN/jb



**November 24, 1975**

**MEMORANDUM FOR: DICK CHENEY**

**FROM: RON NESSEN**

**A friend tells me that Werner Von Braun is very sick and apparently dying with cancer. Von Braun is currently attached to the National Space Institute in Arlington, Virginia. Would the President want to make a phone call to him? My friend also suggests that the President might want to consider Von Braun for a Medal of Freedom, scheduled to be awarded next July.**

**RN/jb**



THE WHITE HOUSE  
WASHINGTON

November 25, 1975

MEMORANDUM FOR: DICK CHENEY  
FROM: RON NESSEN

Should this be called to the President's attention?





# The Media Report

CO-PUBLISHERS: KEVIN P. PHILLIPS / ALBERT E. SINDLINGER ■ EDITOR: BRIAN P. LAMB

Volume II, Number 19  
November 21, 1975



## INSIDE THE MEDIA

After over a year of off-the-record gossiping and mutterings by the cliquish members of the White House press corps, Newsweek Magazine (Nov. 24) has quietly (and carefully) used its Ronald Reagan cover story to launch an item that has Washington buzzing. Referring to frequent difficulties President Ford has in delivering speeches on the campaign trail, Newsweek wrote the following: "He fumbles words. He drifts from his text and loses his place. He butchers gags and blows punch lines. He enjoys a pre-prandial drink with the boys, like any politician on the road, and occasionally shows it in his post-prandial speeches." These words were not chosen haphazardly. Newsweek's Washington Bureau Chief Mel Elfin told MR, "We think it was handled with discretion... a touch of grace. We didn't say the President was a drunk. It was a question of whether the President has a drink or two." If this subject has been the topic of conversation in the White House press for several months, why hasn't it been published before now, we asked Elfin. "The press has a tendency to wait until somebody else does it. At certain points, certain information becomes relevant," Elfin said. However, now that Newsweek has broached this sensitive issue in print, it's only a matter of time before other news organizations will follow suit... probably in much greater detail. A White House wire service reporter was quoted as saying "this was the first crack in the dyke." Presidential press secretary Ron Nessen, known to be unhappy about the reference to his boss's social habits, was relieved when the issue wasn't raised at any of the daily briefings this past week. Other nervous W.H. reporters told MR that they weren't ready, just yet, to talk about the subject. "I'm still not prepared to say it publicly" one radio newsman admitted. However, Newsweek's Elfin thinks that the upcoming campaign will be different from those in the past. "We intend to cover the President and other candidates in all aspects, including behavior pattern and habits. Character will become central. We have overlooked those things in the past, and it is not good enough anymore. The stuff that is common parlance to reporters is not known in the countryside," he said.

West Coast media observers are watching with interest the battle for advertising dollars going on in the Los Angeles area between two of the nation's largest publishing companies. The Valley News and Green Sheet, purchased by the Tribune Co. of Chicago in December of 1973, is beginning to cut in on the Los Angeles Times' growth factor in southern California's San Fernando Valley area. The Tribune company moved its own management team into the hierarchy of the Valley News (4th largest in ad lines in California) in July of this year, and during the past three months, they've mounted a big push to increase circulation. Valley News advertising manager Tom Culligan, formerly in the same department at the Chicago Tribune, told MR paid circulation has "increased 12% since the campaign began." The Valley News currently has 65,000 paid customers with 205,000 copies distributed free throughout the area. The newspaper is published four times a week (T., Th., F., Sun.) but according to Culligan, "we're looking seriously at moving to five days a week in the next year and maybe six in two years." However, he said, "We don't

have plans to move to seven." The L.A. Times is very much aware that the Valley News is on the move. Their general manager was quoted in the Nov. 17 Ad Age as saying "Obviously, they're going to be attempting to generate additional advertising revenue and there are only so many advertising dollars, so they will be providing probably more intensive competition. But it's a good paper...we're certainly not oblivious to what's going on." Culligan says they are looking at only a circulation growth rate in the next two years of only around 5%, although the paper hopes to reach a 50% paid circulation during this period. Another example of the suburban squeeze...

It's becoming more evident everyday that both the Republican and Democratic parties -- for different reasons -- will have a large group of unhappy reporters covering their respective conventions next summer. At the GOP convention in Kansas City, hotel accommodations will leave a lot to be desired, and for the Democrats in New York's Madison Square Garden, space for non-network reporters is being kept to 5,000 square feet for an expected 1700 broadcasters. Mutual's Bill Greenwood, current President of the Radio and Television Correspondents' Association, told MR that he is "very upset" about the situation, but says "it's take or leave it." It appears that in New York only the large television networks will have the proper space to adequately cover the convention. But to make matters worse, the Statler-Hilton, the official convention headquarters hotel, does not have dial telephones in the rooms, and one recent visitor reported it took six minutes to get an operator.

Look for new controversy to flare up in the coming year over the role of the media -- especially television -- in undercutting U.S. success in the Vietnam war. Freedom House is about to publish a massive 2-volume work by Peter Braestrup entitled "Big Story: How the American Press and Television Reported and Interpreted the Crisis of Tet-1968 in Vietnam and Washington." The analysis of Braestrup -- an ex-Washington Post reporter who now serves as editor of publications for Woodrow Wilson Center for International Scholars at the Smithsonian -- lends support to the earlier analyses of Edward Jay Epstein that whereas the major media had played a big role in boosting the war (and early war strategy), they turned the other way during and after the Tet offensive and undercut U.S. homefront opinion. The Freedom House book also includes documentation of changes in public opinion by pollster-analyst Burns W. Roper. The general verdict of "Big Story": "First news reports are always partly wrong; in the reporting of Tet -- which included some courageous, thoughtful coverage -- much was wrong." Put this Tet coverage analysis together with the other heavy analysis of media coverage now taking shape viz politics and TV news, and the seeds of some important political reactions are being sown -- the writings of the next few years may do for the big media what Upton Sinclair's "The Jungle" did for the meatpacking industry.

If you're dubious about media usage surveys that show too much usage and too much attention, Detroit's Market Opinion Research turned up some interesting patterns in recent survey data. All media get only partial attention. Here's MOR's breakdown for assessing some of the puffed-up audience/readership data:

	Newspapers (100% = 150)		Television (100% = 150)		Radio (100% = 150)
Look at (If yes)	63.9%	Turn on TV (If yes)	77.0%	Turn on radio (If yes)	75.4%
Flip through	45.9	Different channels	29.5	Switch stations	19.7
Read a few	55.7	Watched parts	45.9	Specific programs	42.6
Read carefully	24.5	Watch a show/newscast	59.0	Listen over 1/2 hour	36.1
		Complete attention	32.8	Complete attention	8.2

## MEDIA AND MONOPOLY POWER

Two new books published this month are being received with something less than enthusiasm in New York/Washington communications industry circles.

Former Nixon speechwriter turned newspaper columnist Patrick Buchanan devotes a chapter in his book titled "Conservative Votes, Liberal Victories" to the subject "Can Democracy Survive the New Journalism?" He writes: "The political power of America's media monopolies such as CBS, Time-Life, Inc. and the Washington Post Company -- welded to the growing ideological fervor of their correspondents, writers and commentators -- represent the most formidable obstacle in the path of a conservative counter-reformation in the United States." Buchanan -- whose book ironically is being published by Quadrangle, the New York Times book company -- says "The essence of press power lies in the authority to select, elevate and promote one set of ideas, issues and personalities -- and to ignore others." He lists the following as what he calls "a few trademarks of the New Journalism: 1) post-Vietnam, there is a discernable anti-military bias permeating what is spoken and written by the national press; 2) the new journalist bears a Naderite grudge against big business; 3) the media has a bias for federal social spending -- the more, the better; 4) there is an abiding conviction that no matter the controversy or conflict involved, the federal government should continue to use its coercive power to integrate schools and communities; 5) the national press is the silent partner of the political and social movements of liberalism -- consumerism, civil rights, environmental, anti-war and women's liberation." Buchanan suggests that the nature of the medium of television may be the conservative politician's biggest problem. "There is a genuine question whether any conservative politician can rivet the camera's attention without ceasing to be, strictly speaking, a conservative." However, Buchanan also attacks a segment of the society normally thought to be in the conservative camp. He notes, "Big Business, which holds the purse strings and has the power to effect change, has all the enthusiasm for combat of the Royal Laotian Army. It tolerates the conspicuous anti-business bias of the networks, because the latter provides a national audience for business commercials. And that means more products sold, and higher profits all around."

Stanford Professor Bruce M. Owen, writing about the big media from an economist's point of view, says "It is certainly true that the monopoly media were responsible for the decision to publicize the Watergate scandals, but it is not clear that this took extraordinary degree of courage." In his just-published book "Economics and Freedom of Expression: Media Structure and the First Amendment" (Cambridge, Mass., Ballinger), Owen suggests "the original stories in the Washington Post by Woodward and Bernstein do not appear to have required the massive resources of a great organization; it is far from clear that these or other reporters employed by a more competitive press would not have broken the story just as soon. Indeed, it might have broken sooner if newspaper editors and their electronic counterparts felt more competitive pressure and less sense of "social responsibility." Owen, who formerly served as a Brookings Institution Fellow and chief economist for OTP, says "The 'countervailing power' theory of the role of the press must, it seems to me, be rejected. It requires a belief in the efficacy of conscious moral action by institutions with at least sometimes contrary incentives, and it depends unduly on the frail need of human nature. Neither the profits nor the prophets of the press are themselves 'elect'." He goes on: "We are far better off with a system in which it is assumed that everyone is following his own self-interest; behavior is then predictable and can be discounted appropriately." In writing about the effect of a monopoly press, Owen says "When an institution sets itself up as the moral and ethical protector of 'truth', and claims to stand

above the incentives affecting its own self-interest, more than a few citizens may be seriously misled." Going against the grain of today's new journalism, Owen suggests "The proper performance of the social and political role of the press ought not to be a matter of 'courage' but a matter of survival...Given human nature the process cannot safely depend on 'fearless' editors and it cannot depend on 'responsible' editors. It must depend on editors concerned for their competitive survival in the marketplace."

#### GOVERNMENT AND THE MEDIA

Although public broadcasters were given the impression in the November 6th PBS newsletter that plans to build a nationwide domestic satellite system to service public radio and television stations are moving ahead rapidly, MR is hearing there may be trouble on the horizon. Recently reported discontent with the efforts of the Satellite Working Group, a discontent which led the CPB board on Nov. 12 to demand "significantly more information" before it would commit more energy and money to the project, was overcome at a meeting in New York this past Thursday morning. CPB Board member Tom Moore gathered representatives of the Ford Foundation, National Public Radio, PBS and of the SWG including project director Myron Curzan of the Washington law firm of Arnold and Porter to receive what was described as "desperately needed additional information." One participant told MR "I think we've avoided what was fast becoming a head-on encounter." However, it is MR's understanding that even if these early disagreements are settled, big hurdles in the future will have to be cleared before the domestic satellite system will get the go-ahead. From talking to knowledgeable sources about the deliberations, here are some of the problems: 1) There is a chance the costs will be too high...estimates show the yearly satellite bill could be as high as 12 million dollars, twice what is currently being paid A.T. & T. for land lines; 2) The SWG says it is targeting Western Union as the probable carrier...how will the FCC handle this question when confronted with filings from RCA, A.T. & T. and others who charge that the system ought to be commonly owned because the American taxpayer is footing most of the bill; 3) the commercial networks, increasingly irritated by ratings successes of programs like "The Incredible Machine", are expected to cry foul (the networks find it hard to understand why the federal treasury should be used for funding a system that competes for some of their advertising dollars); and 4) the individual stations have not been consulted on whether they want a satellite system and one station manager tells MR "We might just not go along with it. They have yet to ask us if we want it."

Behind-the-scenes maneuvering continues in the search for a new President of PBS. Station managers, very sensitive to constant rumors that an individual outside of the public broadcasting field will be chosen, were not pleased to hear the name of retiring CBS Government Affairs V.P. Dick Jencks being mentioned. Meanwhile, some managers are beginning to rally around New Jersey public system manager Dr. Lawrence Frymire for the post. As one station chief put it, "the decision will determine whether we are going to be a distribution system or a network -- that is the basic question."

#### QUOTE OF THE WEEK:

Former President Richard Nixon, in his first interview since leaving office, told William Fine in the December Ladies' Home Journal:

"The media has abdicated its fact-gathering to non-believing young people, who seem to want to break down our values. I used to be able to make sense with the Paleys, the Sarnoffs and the Goldensons, and with that new fellow at CBS, even with the key commentators, but a lot of their research comes from a very cynical element."



**November 28, 1978**

**MEMORANDUM FOR:       DICK CHENEY**  
**FROM:                   RON NESSEN**

**Should this be called to the President's attention?**

**RN/jb**





# The Media Report

CO-PUBLISHERS: KEVIN P. PHILLIPS / ALBERT E. SINDLINGER ■ EDITOR: BRIAN P. LAMB

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November 27, 1975

**MEMORANDUM FOR DICK CHENEY**

**FROM: RON NESSEN**

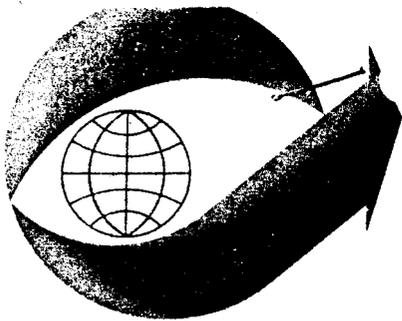
**A few days ago I sent you a note concerning Dr. Wernher von Braun's ill health and the possibility of a Presidential phone call and/or award to him.**

**Here is some additional material that has just reached me on this subject.**

**Attachment: Letter from Lou Villegas of the National Space Institute**

**RN/cg**





# National Space Institute

November 25, 1975

*President*  
Dr. Wernher von Braun

*Vice President*  
Hugh Downs

*Executive Director*  
Charles C. Hewitt

*Deputy Director*  
Lou Villegas

*Board of Governors*

Dr. Isaac Asimov

Alden G. Barber

Arthur C. Clarke

Capt. Jacques Cousteau

Sen. Barry Goldwater

Bob Hope

Dr. Robert Jastrow

John Johnson

Harold W. McGraw, Jr.

Sen. Frank E. Moss

Dr. Oskar Morgenstern

Hugh O'Brien

Dr. Melvin M. Payne

Gen. Samuel C. Phillips, USAF

Rev. Jeannette Piccard, Phd.

Rev. Francis B. Sayre, Jr.

Dr. Frederick Seitz

Rev. Fulton J. Sheen, D.D.

Alan B. Shepard

Rep. Olin E. Teague

Dr. James A. Van Allen

William Winpisinger

James B. Wyeth

Mr. Ronald H. Nessen  
Office of the Press Secretary  
The White House  
Washington, D.C. 20500

Dear Mr. Nessen:

I have enclosed a copy of a letter written by Charles C. Hewitt, Executive Director of the National Space Institute, to President Gerald R. Ford expressing our desire to have Dr. Wernher von Braun recognized for his current activities as President of the newly formed National Space Institute.

Dr. Wernher von Braun is on his way to a full recovery from his recent major surgery and is looking forward to leading the joint policy meeting of the National Space Institute on January 21, 1976, in Washington, D.C., to establish the principles of the Institute as they relate to the future of space for the benefit of all mankind.

Dr. James C. Fletcher, Administrator of the National Aeronautics and Space Administration, and Congressman Olin Teague will be attending and participating in our January meeting to be held at the Statler Hilton Hotel in Washington, D.C.,

We are seriously concerned for Dr. von Braun's health, and hope that any recognition on his behalf would be accomplished at the earliest possible time.

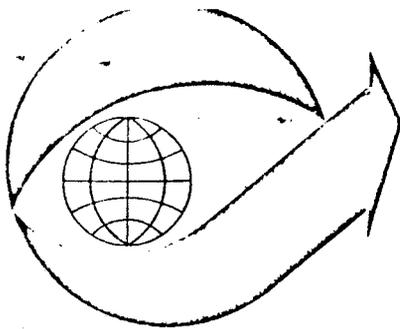
I look forward to meeting you personally in the near future and thank you for your kind consideration.

Sincerely,

NATIONAL SPACE INSTITUTE

  
  
Lou Villegas  
Deputy Director

LV/ma  
Enclosure



# National Space Institute

October 30, 1975

*President*

Dr. Wernher von Braun

*Vice President*

Hugh Downs

*Executive Director*

Charles C. Hewitt

*Deputy Director*

Lou Villegas

*Board of Governors*

Dr. Isaac Asimov

Alden G. Barber

Arthur C. Clarke

Capt. Jacques Cousteau

Sen. Barry Goldwater

Bob Hope

Dr. Robert Jastrow

John Johnson

Harold W. McGraw, Jr.

Sen. Frank E. Moss

Dr. Oskar Morgenstern

Hugh O'Brian

Dr. Melvin M. Payne

Gen. Samuel C. Phillips, USAF

Rev. Jeannette Piccard, Phd.

Rev. Francis B. Sayre, Jr.

Dr. Frederick Seitz

Rev. Fulton J. Sheen, D.D.

Alan B. Shepard

Rep. Olin E. Teague

Dr. James A. Van Allen

William Winpisinger

James B. Wyeth

President Gerald R. Ford  
Office of the President  
The White House  
Washington, D.C. 20500

Dear Mr. President:

Dr. Wernher von Braun heads this newly formed National Space Institute which is dedicated to communicating the benefits of our national space program to the American people.

What better person is there than this famous space pioneer to direct a non-profit organization devoted to serve as a catalyst in order to stimulate potential users to look into the application of space technology in their specific fields of interest. As you can see, he has surrounded himself with some equally outstanding individuals in many areas of American activity.

However, the purpose of my letter is not to acquaint you with the National Space Institute but to ask if you could find the time to meet with Dr. von Braun for a few minutes. He has recovered from recent major surgery and would be honored and privileged to be able to discuss with you his plans for this institute.

If such a meeting is possible, I shall be pleased to work out the details with a member of your staff.

Thank you for your kind consideration.

Respectfully yours,

NATIONAL SPACE INSTITUTE

Charles C. Hewitt  
Executive Director



CCH/mem

November 27, 1975

**MEMORANDUM FOR DICK CHENEY**

**FROM: RON NESSEN**

**Attached find a compilation of editorials, pro and con, concerning the energy bill and the question of whether the President should sign it or veto it.**

**I see no reason to show these to the President. I think he is aware of the split in public, Congressional, and editorial opinion.**

**RN/cg**



November 27, 1975

**MEMO FOR DICK CHENEY**

**FROM: Ron Nessen**

**I don't understand the significance of this  
if any.**

**The one possibly useful fact is that  
Presidential speeches attract a larger  
audience than Presidential news conferences.**

**Attachment: New York Times article  
on "TV Audiences dip for Ford's talks"**

**RN/cg**



Some items in this folder were not digitized because it contains copyrighted materials. Please contact the Gerald R. Ford Presidential Library for access to these materials.

# TV AUDIENCES DIP FOR FORD'S TALKS

Nielsen Reports President's  
Share Off Since March

By LES BROWN

The ...

NEW YORK TIMES

WEDNESDAY, NOVEMBER 26, 1975

Comment of White House

THE WHITE HOUSE  
WASHINGTON

[ca. 11/28/75]

NOTE FOR: *Connie*

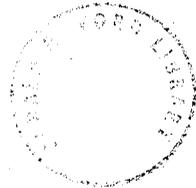
FROM : RON NESSEN

*Handled by phone.*

*Nov 28, 1975.*

*5:15 PM.*

*RAW*



MEMORANDUM

THE WHITE HOUSE

WASHINGTON

*Handwritten notes:*  
3-1  
11/24/75  
D. Cheney

November 24, 1975

MEMORANDUM FOR:

RON NESSEN

FROM:

DICK CHENEY

Ron, please call this Mr. Farris and cool him off.

Thanks.

Attachment



November 24, 1975

Dear Mr. Farris:

Thank you for your letter of November 17 concerning our recent visit to Milwaukee.

I am truly sorry that there was any inconvenience created for local press organizations in connection with that visit. I am asking Ron Nessen, the President's Press Secretary, to call you personally to discuss the matter in order to prevent this happening in the future.

Best regards.

Sincerely,

Richard B. Cheney  
Assistant to the President

Mr. Truman Farris, Jr.  
City Editor  
Milwaukee Sentinel  
Newspapers, Inc.  
Journal Square  
Milwaukee, Wisconsin 53201

bcc: Ron Nessen w/copy of incoming for action  
bcc: Red Cavaney w/copy of incoming for information

RBC:bar



# MILWAUKEE SENTINEL

NEWSPAPERS, INC., JOURNAL SQUARE, MILWAUKEE, WISCONSIN 53201

November 17, 1975

Mr. Richard B. Cheney  
The White House  
Washington, D.C.

Dear Mr. Cheney:

I read with interest the other day that President Ford had held a press conference somewhere in Georgia, restricted to the local press, with the regular White House press excluded. I could not help but contrast such an incident with what developed in Milwaukee during Mr. Ford's visit here October 30 for a Republican fund raising dinner.

During that visit, the local press seldom got close enough to see Mr. Ford's face, were insulted by the White House press office people and had to overcome one obstacle after another in its effort to give the president complete coverage.

In a few words, the local yokels were badly treated while the regular White House press had a pretty free run.

The local yokels don't like it.

Let me give you a few examples of the treatment I'm talking about:

Urgent messages were sent out over the news wires and by other means to the local newspapers and TV stations to get proper credentials for coverage. To my knowledge, not one word was said in advance about restricting coverage to pools. We spent valuable time getting the proper credentials.

Now let us see how valuable those "credentials" proved to be:

Reporters (with these credentials) were evicted from a building at the airport about one hour before the president arrived. The reporters were told to wait in an outdoor pen, a fenced-in area, on the landing strip.



While they waited, the local reporters were assured by White House press people that efforts were being made to have them cover a presentation of a plaque to the president by a Wisconsin Girl Scout troop that had made the item. The reporters also were told that efforts were being made to get them aboard the press bus for the ride from the airport to downtown.

No such efforts were made. In fact, when Air Force One landed, the White House press office people told armed guards at the pen to "keep those people (reporters) in here," or words to that effect, and took off.

After waiting for an hour in cold, windy weather, the local reporters were kept at least 50 yards from the president as the plaque presentation by the Scouts took place. The reporters could see little and hear nothing.

Such a presentation might not mean much in Washington. But to us local yokels it was the one interesting thing in the whole trip, particularly for our edition going to the girls' home town.

The national press took almost no interest in the presentation. In fact, only one half-hearted picture was taken -- a wire service picture The Sentinel was forced to print because our photographers (with proper credentials) couldn't get close enough to take pictures.

More than that, long after the president had left the area, the local press was kept from entering the building to interview the Girl Scouts about what had happened. Our reporters had to wait until the girls left the building and interview them on the run.

Things at the Performing Arts Center, where the main show was taking place, were almost as badly handled. We discovered in late afternoon that pool coverage would be the rule. We discovered that all of the pool members were national press, with the possible exception of one reporter from our opposition, The Milwaukee Journal, who might have been in a pool briefly.

While reporters with credentials were being pushed around with relish, reporters without credentials were moving about quite freely. Let me explain:

One of our reporters assigned to do "color" on the president's visit left Vogel Hall in the building, moved past security agents without challenge, walked up three flights of steps to the back of Bradley Pavilion and then wandered all the way around and into Uihlein Hall.



She was stopped on her way back -- not by Secret Service, but by ushers. The reporter left via the Water Street entrance and headed back toward Vogel Hall via East State Street.

Later, the reporter returned to Uihlein Hall, where Mr. Ford was speaking, without being stopped. The reporter then left via the back hallway without being stopped.

This reporter complained to Mr. Ron Nessen at the PAC about not being able to board the press bus at the airport. He said he would look into the matter. The reporter wrote later, "He really didn't give a damn, though. All the while I talked with him, he never once looked at me, just stood there eating his raw beef sandwich."

At the PAC, local reporters -- with proper credentials -- were turned away from the reception in Magin Hall. One of our reporters put his press credentials in his pocket, borrowed a cocktail party ticket from a friend and moved freely about the reception with no trouble. The Bradley Pavilion dinner also was closed to local reporters -- with press credentials -- but the wandering reporter got in anyway.

The Sentinel made a substantial commitment in manpower and space to cover the president's visit. Our reporters certainly deserved at least courtesy in their efforts to do their jobs. They didn't get it.

I am writing in this detail because if the White House press office is handling the local press the same way in other cities (and I have no doubt that it is) then I think that the president should be advised that he is not getting maximum coverage in his trips around the country. And the White House press staff is leaving a lot of bad feeling with local newspaper and TV people scattered around the country.

The way this trip was handled contrasted so markedly with the White House Conference held in Milwaukee a short time before. Those arrangements were handled expertly. The local reporters couldn't have been treated more professionally. But I understand that arrangements for that event were not handled by the White House press office.



Congratulations on your new assignment in the  
White House. We are always happy when men with Wisconsin  
backgrounds advance from the local yokel stage.

Sincerely,

*Trueman Farris Jr.*

Trueman Farris, Jr.  
City Editor

TF:ds



November 28, 1975

MEMORANDUM FOR: THE SITUATION ROOM  
FROM: DICK CHENEY  
SUBJECT: NEWS SUMMARY DISTRIBUTION FOR THE  
FAR EASTERN TRIP

During the President's trip to the Far East, the news summary will be sent in two editions.

The morning edition, covering major morning newspapers and numbering from two to three pages, will be ready for dispatch at approximately 9:00 a.m., EST, every morning. The evening edition, including the days network television and secondary newspapers and numbering approximately ten pages, will be ready for transmission at approximately 11:00 p.m. each day.



THE WHITE HOUSE  
WASHINGTON

November 28, 1975

MEMORANDUM FOR:

DICK CHENEY

FROM:

RON NESSEN

Attached find a speakers' plan for the campaign proposed by Margita White, who has had experience with a surrogate speakers' program during previous elections.

Obviously, this needs your approval and suggested revisions before it could be put into effect.

Attachment



THE WHITE HOUSE

WASHINGTON

November 28, 1975

MEMORANDUM FOR:

PETER KAYE

FROM:

RON NESSEN

Attached find a speakers' plan for the campaign proposed by Margita White, who has had experience with a surrogate speakers' program during previous elections.

Obviously, this needs your approval and suggested revisions before it could be put into effect.

Attachment





It also will be important to implement the program in such a way that it is clear to all spokesmen that this program has the President's strong support and that the President will be counting on their responsiveness in carrying it out.

Following are my suggestions for the implementation of such a program under these headings:

- Spokesmen
- Scheduling
- Media Support Activities
- Briefing System
- Speakers Committee
- Implementation of Program
- Summary of Recommendations

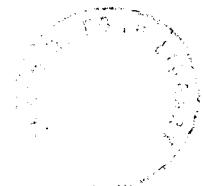
### The Spokesmen

Presidential spokesmen would include:

- White House staff members
- Cabinet and Agency heads
- Sub-Cabinet
- Members of the Senate and House
- Republican Governors
- Non-governmental key supporters

Experience with previous Presidential "surrogate" programs supports a recommendation that spokesmen be divided into two categories: (A) a smaller group of highly visible and authoritative newsmakers; and (B) other spokesmen.

A major reason for this distinction is to ensure that the key spokesmen are given total support since their appearances will generate the widest news coverage. The efforts of other spokesmen will be important. However, they cannot command as major forums and media attention and staff limitations preclude giving them the all-out support needed for the key speakers.



Attached at Tab A is an initial list of suggested spokesmen. I have primarily listed only categories because the names to be included will need discussion and consultation with the appropriate experts (Congressional Liaison, etc.). The (A) list includes all Cabinet members except the Secretary of State and the Attorney General. Although the Secretary of Defense would not normally be included, I have added Don Rumsfeld because he will be assumed to remain a spokesman on all issues wherever he travels.

Some individuals on the (A) list will not be making as frequent appearances during the primary campaign as others but are included because of their importance.

The (A) list should remain small but is likely to expand as the general election campaign gets under way. I would contemplate an eventual (A) list of 25-30 and a (B) list of up to 50.

Another category of speakers will be celebrities which will require a specialized program not discussed here.

### Scheduling

Forums for spokesmen will develop from various sources:

1. Existing commitment; invitations from groups directed to individual spokesmen.
2. Invitations to the President or Vice President where spokesmen serve as substitutes.
3. Initiated forums; the scheduling office maintains lists of key organizations which hold regular meetings, such as World Affairs Councils, Economic Clubs, etc. The Communications Office has similar information about state and regional press and broadcast associations. Speakers can readily be volunteered for such meetings.
4. Invitations forwarded by the PFC or RNC for political meetings and fundraisers.



With respect to existing commitments, each spokesman will, as part of his responsibilities, accept certain speaking invitations in all parts of the country. Secretary Dunlop would speak to the AFL-CIO and Secretary Butz to the farmers, for example. However, it would be helpful to the schedulers for each spokesman to receive periodic briefings as to which areas are of key political importance in reviewing less obvious invitations.

When spokesmen are asked to accept invitations directed to the President or Vice President, or to appear in a key area (where an appearance must be initiated), it is important that the spokesmen not be deluged with requests from various sources. Individuals who participated in previous speaker programs (both as speakers and coordinators), recall that one-on-one scheduling relationships were essential to an efficient program. In other words, there should be a single contact for funneling scheduling requests to the spokesman so that he or she has an indication of priority among requests. Similarly, one individual should be designated in each spokesman's office to handle such requests.

In view of the importance of keeping non-political and political speaking requests separate, it would seem logical to have spokesmen receive requests from two sources: (1) one office in the White House for non-political invitations; and (2) one office in the PFC for political invitations. The White House should not be directly involved in handling political invitations and dealing with inviting groups on behalf of Administration speakers.

White House Scheduling: The White House Scheduling Office, as a repository of invitations to the President and information about speaking forums, already handles scheduling of Administration spokesmen to fill Presidential invitations. This is the obvious office to continue this function. Presumably, its staff will either need to be augmented or its resources reallocated to provide greater support for the campaign spokesmen program. Moreover, the individual on the Scheduling staff in charge of scheduling campaign spokesmen, will need to receive continued guidance from the PFC and the Speakers Committee (see below) as to priority invitations and areas where spokesmen need to be scheduled.

Because such speeches scheduled for White House and Administration spokesmen will be treated as non-political appearances, it is advisable to schedule key appearances in the primary states as far in advance as

possible. An address before the most nonpartisan forum will be perceived as political if scheduled in the weeks immediately prior to each primary. Belated blitz efforts to initiate appearances in these primary states obviously will be considered and reported as such.

The Communications Office will continue to serve as the contact with press and broadcast organizations with respect to media invitations. Such invitations will be closely coordinated with the Scheduling Office according to the one-on-one contact system.

PFC Scheduling: All political invitations, as noted above, should be funnelled directly from the PFC to the individual spokesman. The Scheduling Office should be routinely informed of such requests to avoid conflicting priorities and conflicts.

In view of the intricacies of the Federal Election Law and its financing aspects, it would seem appropriate that non-political organizations who direct requests for Administration spokesmen to the PFC be advised to contact the Department or Agency scheduler directly. If the PFC arranges for a Cabinet member to address a Chamber of Commerce or other non-political organization, the presumption could easily be that the appearance is political and must be paid for in full by the PFC.

Complete schedules of Administration spokesmen should be made available to the PFC so that political appearances can be included as part of a trip once regular nonpartisan appearances have been scheduled. The latter then would be arranged directly between the PFC and the spokesmen's scheduler.

Finally, consideration should be given to the extent spokesmen scheduling should be coordinated with the schedules of other Presidential candidates. Presumably, during the primaries, we will sometimes want one of our spokesmen to appear in an area Reagan has just visited to articulate the President's views and counter Reagan's. During the general election campaign, we certainly will wish to have Presidential spokesmen following up on the Democratic candidate's and his supporters' appearances.



### Media Support Activities

In the past campaign, the campaign committee arranged supporting media events (television appearances, press conferences, etc.) for the "surrogates." A committee advanceman traveled ahead to make such arrangements for the key spokesmen.

Such an arrangement seems less practical in 1976 as applied to executive branch spokesmen appearing before non-political groups. These trips should not be perceived as campaign appearances on behalf of the President-- as they are not, except for those portions of a trip devoted directly to addressing political groups. The executive branch spokesmen are appearing as government officials discussing the issues. Therefore, the current responsibilities for media support would continue, with the respective PIO's for departments and agencies arranging news forums for their principals and the White House Office of Communications providing such support for members of the White House Staff. These efforts clearly will need to be increased for each of the key spokesmen but this would be an extension of current responsibilities.

In making local media arrangements, the White House Communications Office, the PFC and PIO's will, however, be able to make better use of local volunteers in making media arrangements. The respective offices should build up a file of such local contacts which can be of repeated assistance as more and more spokesmen visit key areas.

### Briefing System

An efficient system for briefing the spokesmen will be essential.

Both category (A) and (B) speakers need to be fully briefed on the President's position on all major issues. Moreover, they need to be kept current on issue strategy and be able to react quickly and in unison to breaking news with positions approved at the highest levels of the White House and campaign organization.

Issues Book: The need is growing for a compilation of up-to-date Administration positions on the major issues. Each speaker, especially those in category (B) who are less likely to be informed on the broad spectrum of issues outside their expertise, needs a briefing book. This should consist of one-page fact sheets with the President's accomplishments and goals as well as talking points on major categories of issues--the economy, energy, foreign policy, health, education, welfare, transportation, etc.

Such information will not only be helpful to the speakers. It also will assist in articulating the President's position on the major issues throughout the campaign. These fact sheets and talking points need to be compiled as soon as it is possible to include the new directions and proposals from the State of the Union. The Domestic Council and NSC would need to coordinate their drafting. The Communications Office then would put together and distribute the briefing books to the spokesmen.

Local Political Information: The PFC will need to make available for each spokesman information about the local area, its issues and candidates prior to each speaking trip.

Briefings: With each new major policy initiative or developing issue, the Communications Office should arrange briefings for the (A) and (B) list speakers.

Current Talking Points: Briefing speakers on developing issues, strategy and Administration positions will be the most important part of the briefing system, once it is established. This will require efficient systems for (1) determining strategy and talking points as quickly as possible, and (2) relaying this information to the speakers.

Determining Strategy/Position: Ron Nessen's role is crucial in this effort. As the President's spokesman, he will be the pivotal person in (1) obtaining early-alert information on developing issues and input from the substantive political and other press representatives, and (2) relaying such information, as appropriate, to the President and getting the President's views prior to the determination of strategy and positions.

A speaker's program committee will be key to implementing this effort--to give Nessen the input and to following up with getting the information to the speakers.

Relaying Information: Once a position is determined, each category (A) spokesman who is on the road needs to be contacted (either directly or through a designated representative) with the talking points decided upon. As a followup, written talking points should be forwarded to them, to those not currently traveling and to category (B) speakers.



The sheer volume of speakers will prevent verbal briefings for all category (B) briefers. However, those who are appearing before major and newsworthy forums, should be contacted verbally as well.

The system clearly will depend upon having comprehensive schedules of appearances by all spokesmen. The basis for such schedule compilations already exist. However, up-to-date weekly summaries of all (A) and (B) speakers will be essential and must include information about all appearances and their exact times. (It is essential to know, for example, whether an (A) speaker will be speaking in the morning, afternoon or evening in determining whether he should be the key spokesman on an issue for the evening news programs.)

Monitoring Follow-up: The PIO's, the PFC through its local committees, and the Communications Office through the newspapers it receives directly and from the RNC should compile the clips on spokesmen appearances. The Communications Office should be the repository for all the clips.

### Speakers Committee

As suggested above, a Speakers Committee will be necessary to make this program work. It needs to include those involved in scheduling, determining the strategy and positions, and follow-up briefings for the speakers.

The suggested participants would be:

Ron Nessen -- Chairman.

Larry Speakes -- Day-to-day liaison with Peter Kay.

Margita White -- Coordinator of program and chief contact with Administration speakers.

Randy Woods -- Assist with contact of Administration speakers; coordination of media group scheduling and contact with scheduling office; media support arrangements for White House staff speakers; distribution of fact sheets and talking points to Administration speakers.



Jim Shuman -- Preparation of written talking points for speakers.

Jerry Jones -- Scheduling strategy.

Bill Nicholson -- Scheduling.

Peter Kaye -- PFC press representation.

PFC Scheduler.

Vice President's Scheduler (?).

RNC Press Secretary (after convention).

This would be the full group involved in the program. It should meet on a weekly basis.

Some, but not all, of the above need to be in consultation on issue strategy and positions on a regular basis when the program is fully under way, especially during the general campaign. Initially this could probably be done on an ad hoc basis. Brief meetings could be held, as needed, following Nessen's 8:30 meeting, among Nessen, Speakes, White, Shuman and Jones. Peter Kaye, whose input would be needed, could either establish a system of regular phone contact with Speakes between 8:00 and 8:30 a.m. each day to provide his input or join the meeting personally to discuss major topics requiring greater attention.

#### Implementation of Program

Previous experience with similar programs strongly suggests that it is important that all (A) and (B) speakers clearly understand that the President gives the speakers program priority. Hence, it is important that the program be initiated with the President's personal participation and support through meetings with the spokesmen.

The President would emphasize the importance he attaches to the program, ask their help and introduce the key staffers involved in implementing the program. The latter is key because the speakers need to feel confident that the persons designated to relay speaking requests, press activities and talking points have clout and the President's confidence. Without this, speakers inevitably will want to get their signals from the highest level person possible and Ron Nessen and Dick Cheney, for example, will get overly involved in the implementation of the program.



If it is agreed to classify the speakers internally into (A) and (B) categories, I would recommend that the President meet with each group separately. Some, such as Governors, would need to be contacted individually.

In conjunction with such a meeting, I would hold separate briefings for the PIO's of Administration spokesmen for each of the categories.

Summary of Recommendations

Since recommendations already have been described for carrying out each of the program's goals, it might be most helpful to summarize them with a breakdown of responsibilities suggested for each office:

WHITE HOUSE PRESS OFFICE

Ron Nessen: (Greener)	Chairman of Speakers Committee Content approval for all talking points for speakers
--------------------------	---

Larry Speakes:	Liaison with Peter Kaye on issues
----------------	-----------------------------------

OFFICE OF COMMUNICATIONS

Margita White:	Coordinator of Speaker Program implementation Relay verbal talking points to (A) speakers Schedule briefings for speakers on major new issues
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Randy Woods:	Assist with verbal talking points relay Coordination of scheduling before media groups Assist White House staff speakers with media support scheduling for non- political trips (with Margaret Earl) Consultation and guidance for PIO's in scheduling media support activities Distribution of current talking points to all speakers
--------------	---



Jim Shuman: Preparation of current written talking points for all speakers

Margaret Earl: Preparation of Issue Book (drafted by Domestic Council and NSC)  
Keeping Issue Book up-to-date

WHITE HOUSE SCHEDULING OFFICE

Scheduling of Administration spokesmen (except before political forums)  
Preparation of weekly detailed schedule of all spokesmen appearances  
Preparation of long-range schedule of spokesmen appearances

PRESIDENT FORD COMMITTEE

Scheduling of all spokesmen before political forums  
Scheduling all except Administration spokesmen before other forums  
Media support scheduling for all speakers for political trips  
Provide local political information (issues and candidates) to all speakers



A



(A) LIST OF PRESIDENTIAL SPOKESMEN

The Cabinet

\*The Vice President  
\*Secretary Rogers Morton  
\*Secretary William Simon  
\*Secretary Earl Butz  
\*Secretary William Dunlop  
Secretary Carla Hills  
Secretary William Coleman  
Secretary William Matthews  
Secretary Thomas Kleppe  
OMB Director James Lynn  
Secretary Donald Rumsfeld

Agency Heads

Frank Zarb

White House Staff

\*Ron Nessen  
William Seidman

Members of Congress

John Rhodes

Republican Governors

Christopher S. Bond (Missouri)  
James E. Holshouser, Jr. (N.C.)

Campaign Committee

Howard Calloway

\*Initial key spokesmen.

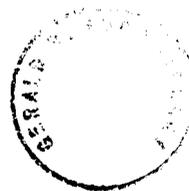


Nongovernmental Supporters

Dean Burch

Melvin Laird

William Scranton



(B) LIST OF PRESIDENTIAL SPOKESMEN

Agency Heads

Other Sub-Cabinet

White House Staff

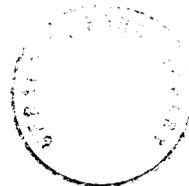
William J. Baroody  
Virginia Knauer  
Patricia Lindh

Members of Congress

Republican Governors

Nongovernmental Supporters

Ann Armstrong





THE WHITE HOUSE

WASHINGTON

November 28, 1975

MEMORANDUM FOR: DICK CHENEY

FROM: RON NESSEN

Attached are some ideas I had for the President's proposed Bicentennial Message on New Year's eve. I'm sending it to you now because I expect to take some time off after we get back from China, and I may not be here when you put this message together.

Attachment



DRAFT FOR NEW YEAR'S EVE BICENTENNIAL

STATEMENT BY THE PRESIDENT

Two hundred years ago "our fathers brought forth on this continent a new nation, conceived in liberty and dedicated to the proposition that all men are created equal." Tonight we begin our Bicentennial Year as a Nation, the 200th anniversary of a creation unique in the history of mankind.

During the coming year there will be many joyful celebrations of our birth as a nation. And we have a lot to celebrate. We have built a nation of diverse people, living together in harmony and respect; a nation of unparalleled wealth and accomplishment; a nation respected and pre-eminent in the world.

Tonight we can look back with pride.

But the Bicentennial also means looking forward to the future. It is not enough to make the Bicentennial a time of satisfied self-congratulation. Rather, I ask you to join me in making the Bicentennial a time for rededication, for a fresh start toward upholding those ideals of human freedom, independence and dignity on which our Nation was founded.

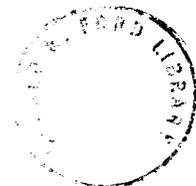
The 200th anniversary of America places upon this generation the obligation to rekindle the dream of the men and women who founded our Nation. They started America on the road to greatness, guided by the light of their dream. Now the light of our dream can guide us on the road to an even greater future.

Beginning tonight -- with faith, trust and confidence in ourselves and each other -- I ask you to join me in dedicating this Nation to a new birth of freedom, a new commitment to government which is truly "of the people, by the people, and for the people."

May we conduct ourselves in such a way that 200 years from now a future generation of Americans will look back and say: "They had a dream and they made it come true."

Good night, and happy new year.

# # #



**December 9, 1975**

**MEMORANDUM FOR THE PRESIDENT**

**THROUGH: DICK CHENEY**

**FROM: RON NESSEN**

**Attached is a gift to you from Carrell Kilpatrick who recently retired as White House correspondent for the Washington Post.**

**It is an original copy of a story which Carrell wrote and had set in type in anticipation that former President Nixon might name Linwood Holton as Vice President to replace Spiro Agnew.**

**Obviously, someone else was named and the story never ran, but Carrell thought you might like to have this as a souvenir.**

**I have not written a thank you letter.**

**Attachment**

**RN/jb**





THE WHITE HOUSE  
WASHINGTON

December 22, 1975

Dear Carroll:

I want to thank you for your thoughtfulness in sending to me the galley proof of "The Story That Never Ran," the WASHINGTON POST stand-by story in case Linwood Holton had been appointed Vice President.

Obviously I got a chuckle out of this particular bit of history that might have been. And obviously my life would be quite a bit different if it had happened.

I hope you are enjoying your retirement. But I also hope you will come back to see us from time to time.

Betty and I wish you and your family a very Merry Christmas and a Happy New Year.

Sincerely,

Mr. Carroll Kilpatrick  
Warfordsburg, Pennsylvania 17267



December 20, 1975

**MEMORANDUM FOR: DICK CHENEY**  
**FROM: RON NESSEN**  
**SUBJECT: Medical World News**

**Dr. Lukash very strongly opposes giving any medical report on the President to the "Medical World News," as we discussed.**

**He feels his medical ethics and his doctor-patient relationship prevents him from providing this information even though, as Peter Kaye points out, Ronald Reagan has provided similar information and the President on Meet the Press indicated he had no objections to his medical report being made public.**

**I intend to do nothing further with this request from "Medical World News." If you feel Lukash should be pushed further on this, I believe it has to come from you.**

**RN/pac**



December 31, 1975

MEMORANDUM FOR: DICK CHENEY ✓  
MAX FRIEDERSDORF  
JERRY JONES

FROM: RON NESSEN

SUBJECT: BEST TIME FOR THE STATE OF THE UNION  
SPEECH

On January 19, the date for the State of the Union speech, NBC has a three-hour movie, "The Day of the Jackal," starting at 9 p.m.; ABC has a three-hour movie starting at 8:30 p.m.; and CBS has the very popular "All in the Family" beginning at 9 p.m.

Nevertheless, I still recommend delivering the State of the Union at 9:00 p.m. All three networks indicate informally and off-the-record that they have been planning all along for a 9 p.m. starting time and will adjust their schedules accordingly. One network executive tells me that if we change the time now from 9 p.m., it could produce some news stories about the White House tinkering with the time simply for the sake of television exposure.

The course favor the networks do ask is an official confirmation as soon as possible of the 9 p.m. time



RD  
paw 1/3

THE WHITE HOUSE  
WASHINGTON

December 31, 1975

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MEMORANDUM FOR: DICK CHENEY ✓  
MAX FRIEDERSDORF  
JERRY JONES

FROM: RON NESSEN *RHN*

SUBJECT: BEST TIME FOR THE STATE OF THE UNION  
SPEECH

On January 19, the date for the State of the Union speech, NBC has a three-hour movie, "The Day of the Jackal," starting at 9 p.m.; ABC has a three-hour movie starting at 8:30 p.m.; and CBS has the very popular "All in the Family" beginning at 9 p.m.

Nevertheless, I still recommend delivering the State of the Union at 9:00 p.m. All three networks indicate informally and off-the-record that they have been planning all along for a 9 p.m. starting time and will adjust their schedules accordingly. One network executive tells me that if we change the time now from 9 p.m., it could produce some news stories about the White House tinkering with the time simply for the sake of television exposure.

The one favor the networks do ask is an official confirmation as soon as possible of the 9 p.m. time

*RN*

*OH*



*confirm it  
D.H.*

[ca. 12/18/75]

NOTE FOR: Dick Cheney  
FROM : RON NESSEN

FYI

This is a subject  
we need to follow  
closely in the press.  
There have now  
been several references  
to it. RHN



THE WHITE HOUSE  
WASHINGTON

December 18, 1975

CONFIDENTIAL

MEMORANDUM TO: RON NESSEN  
VIA: ROBERT T. HARTMANN *RTH*  
FROM: PAUL A. THEIS *PA*

FYI: I have been advised that the National Enquirer is developing an article on the President's drinking practices.

Jack Calkins advises me that National Enquirer is owned by Henry Dormann, who is supposed to be a friend of the President.

cc: Dick Cheney

